

Full-Style
COSMETICS®

Full-Style

humanity
by
Full-Style
COSMETICS®

IS

HAIR PROFESSIONAL
COMPANY

100% MADE IN ITALY

Introduction



IN A WORLD INCREASINGLY ORIENTED TOWARDS SPEED AND STANDARDISATION, FULL COSMETICS IS BORN TO OFFER A UNIQUE EXPERIENCE. WITH PRODUCTS MADE FROM PLANT AND ORGANIC INGREDIENTS, WE ARE COMMITTED TO ENSURING NOT ONLY VISIBLE RESULTS BUT ALSO A POSITIVE IMPACT ON THE ENVIRONMENT. OUR PHILOSOPHY IS SIMPLE: QUALITY, SUSTAINABILITY AND A DIRECT AND AUTHENTIC RELATIONSHIP WITH OUR CUSTOMERS. WE DON'T JUST SELL PRODUCTS, BUT CREATE **CONNECTIONS** THAT ARE BASED ON TRUST AND TRANSPARENCY, BECAUSE FOR US BEAUTY IS A JOURNEY THAT WE TAKE WITH YOU EVERY DAY.

About Us

2015

Full Cosmetics was born from the idea of creating a company that did not rely on online sales, but focused on the seriousness and quality of its products. With the aim of offering hair care solutions that were effective and environmentally friendly, the company has chosen to use plant-derived and organic ingredients, but not limited to these. Low environmental impact is one of the fundamental pillars of Full Cosmetics, which constantly strives to ensure the highest quality at every stage of production.

At the beginning of its history, Full Cosmetics has distinguished itself as a distributor in Italy, focusing on creating a solid and trusted network. These first steps marked the entry of the company into the professional world, where it began to earn the trust of hairdressers, professionals in the sector

2022

Full Cosmetics, attentive to the needs of the market and the current world, develops The "Humanity" project that puts at its centre the human relationship, valuing the direct connection with customers and employees. From which derives our line Hair care and healing.



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Objectives



Our Values



HUMAN RELATIONSHIP

We value genuine relationships with customers and employees, based on trust, empathy and mutual respect.



INNOVATION

We are always looking for new solutions to improve our products and meet the ever-changing needs of the market.



SOCIAL RESPONSIBILITY

We promote a commitment to the community and the environment, believing that every action we take can contribute to a better world.

FULL COSMETICS ACADEMY

SINCE ITS INCEPTION, THE FULL COSMETICS ACADEMY HAS HAD A CLEAR MISSION: TO TRAIN SPECIALISTS IN THE SECTOR THROUGH UNIQUE AND PERSONALIZED GROWTH PATHS. OUR TRAINING OFFER GOES BEYOND PURE TECHNIQUE; WE AIM TO DEVELOP NOT ONLY PRACTICAL SKILLS, BUT ALSO COMMUNICATION AND MARKETING SKILLS, WHICH ARE ESSENTIAL FOR THE SUCCESS OF THE SALONS.

A JOURNEY THROUGH THE WORLD

THE FULL COSMETICS ACADEMY KNOWS NO BOUNDARIES. OUR COURSES HAVE TOUCHED ON THE MOST ICONIC AND INSPIRING CITIES IN EUROPE AND THE WORLD:

AMSTERDAM, MADRID, LISBON, ISTANBUL ...

VILNIUS, A SYMBOL OF A CONSTANTLY CHANGING EUROPE.

PARIS, CAPITAL OF TIMELESS FASHION AND STYLE.

EACH STOP WAS AN OPPORTUNITY TO SHARE KNOWLEDGE, DISCOVER NEW TRENDS AND CELEBRATE BEAUTY IN ALL ITS FORMS. THIS YEAR, THE TRIP ENDED IN STYLE IN NEW YORK WITH AN EXTRAORDINARY EVENT.

LOOKING TO THE FUTURE

FOCUS ON B2B

FULL COSMETICS HAS DISTINGUISHED ITSELF BY ITS BOLD DECISION TO ABANDON THE B2C MARKET AND FOCUS EXCLUSIVELY ON B2B. WHILE EXCLUDING A MARKET SHARE, THIS DECISION ALLOWS US TO: STAYING TRUE TO OUR MISSION OF SUPPORTING PROFESSIONALS. OFFER PRODUCTS AND SERVICES DESIGNED EXCLUSIVELY FOR TRADE SHOWS AND INDUSTRY OPERATORS. THIS STRATEGY ALLOWS US TO CREATE A UNIQUE ADDED VALUE, HIGHLY APPRECIATED BY OUR PROFESSIONAL CLIENTS.

IN THE COMING YEARS, WE AIM TO CONSOLIDATE ITS POSITION AS A LEADER IN THE B2B MARKET BY EXPANDING ITS NETWORK OF COLLABORATIONS WITH PROFESSIONAL TRADE SHOWS AT AN INTERNATIONAL LEVEL. WE ALSO INTEND TO STRENGTHEN OUR COMMITMENT TO SUSTAINABILITY THROUGH INNOVATIONS THAT FURTHER REDUCE THE ENVIRONMENTAL IMPACT OF OUR PRODUCTS.

WE NOW PRESENT OUR HUMANITY PROJECT, THE RESULT OF YEARS OF RESEARCH AND DEVELOPMENT IN THE FIELD OF HAIR CARE. EACH PRODUCT OF FULL COSMETICS IS DESIGNED TO PROVIDE EXCEPTIONAL RESULTS WHILE RESPECTING THE ENVIRONMENT AND THE HEALTH OF OUR CUSTOMERS. OUR LINES ARE CREATED WITH NATURAL AND ORGANIC INGREDIENTS, SELECTED FOR THEIR EFFECTIVENESS AND LOW ENVIRONMENTAL IMPACT. EACH LINE IS DESIGNED TO MEET THE DIFFERENT NEEDS OF PROFESSIONALS AND CONSUMERS, ENSURING MAXIMUM PERFORMANCE AND SUSTAINABILITY. THE FOCUS ON OUR INNOVATIVE PRODUCT "**YES INTEGRATOR**".

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HAIR CARE PRODUCTS :

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The Humanity brand was born with the mission of wanting to create an invisible thread of union from the producer, followed by the professional company and ends with the consumer, aiming at transparency and confidence to grow together with customers day after day.

This is the reason that allows us, thanks to careful research, to satisfy everyone. Those who rely on our products ensuring their value and effectiveness, all this is Humanity. Love yourself by ensuring someone else's happiness.

Be human with Humanity.

INNOVATIVE PROJECTS: THE YES!

Definitely the YES! Project, a "yes" that meets all needs. " YES Integrator" is an innovative supplement based on bioavailable mineral ferments, designed to repair and strengthen the damaged parts of the hair without time or rinse. Thanks to the presence of magnesium and potassium, this revitalizing elixir gives new life to the hair, offering extraordinary results. It is a unique product, able to stand out on the market for its effectiveness and practicality.

YES VEGAN INTEGRATOR



INNOVATIVE PROJECTS: THE YES!

1. Immediate repair and reinforcement:

YES Vegan Integrator has shown extraordinary results in the reconstruction of damaged parts of the hair.

Regular application has improved the health of the hair, giving it a new life.

The hair is stronger, lighter and shinier thanks to the deep nutrition guaranteed by magnesium and potassium.

2. More hydrated and resistant hair:

The product helped to improve the hydration of the hair, making it less brittle and more elastic, thus reducing the need for frequent treatments.

It helps to maintain the style for longer, with results that are noticeable not only in the short term, but also in maintaining shape and shine.

3. Quick and practical results:

The practicality of the product, which does not require processing or rinsing times, has made the experience even more appreciated, especially in professional salons, where speed is essential without compromising quality.

INNOVATIVE PROJECTS: THE YES!

Distribution of YES Vegan Integrator

1. Professional Distribution Channels:

YES Vegan Integrator is mainly distributed through professional channels, such as beauty salons, hairdressers and specialized centers, where its effectiveness is immediately tested by professionals.

Integration into beauty salons has made it possible to retain customers who are looking for quick and high-quality hair care solutions.

2. Product reputation growth:

Targeted distribution and the testimony of professionals highlighting its benefits have helped build a solid reputation of YES Vegan Integrator as an innovative and indispensable product for the care of damaged hair

INNOVATIVE PROJECTS: THE YES!

3. Promotion and visibility strategies:

Events and demonstrations in the salons, together with active promotion through specialized communication channels (such as trade magazines and social media), increased the visibility of the product.

The integration of positive testimonials from end customers and professionals has amplified the diffusion of the product in the market.

In summary, YES Vegan Integrator has achieved considerable success thanks to its visible and long-lasting results, responding to the needs of healthy and strengthened hair, and its selective and targeted distribution that has consolidated its positioning in the professional market.

Our Core Business Principles

Packaging 100% recyclable

We use fully reusable materials, promoting sustainable solutions and reducing environmental impact.

FSC certified paper

Our paper comes from responsible and sustainable sources, ensuring the protection of forest resources and contributing to a greener future.

Vegan friendly

We respect the vegan philosophy, offering products and services, free of animal derivatives, ensuring an ethical and sustainable option for you.

Organic

Each product is derived from natural and sustainable production methods, ensuring the absence of harmful chemicals and preserving the health of the planet.

Cruelty free

Our products and services are guaranteed without animal testing, promoting an ethical and respectful approach to all forms of life.

Only things you
don't know will
change your
life...

Thank You

Contact

☎ +39 0423 627474

✉ info@fullcosmetics.it

Via Montello 22,
Vedelago 31050 (TV)

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